

WEST[Help](#)[Logout](#)[Interrupt](#)[Main Menu](#)[Search Form](#)[Posting Counts](#)[Show S Numbers](#)[Edit S Numbers](#)[Preferences](#)[Cases](#)**Search Results -**

Terms	Documents
114 and set adj top adj box	10

Database:

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Search:[Refine Search](#)[Recall Text](#)[Clear](#)**Search History****DATE:** Wednesday, August 14, 2002 [Printable Copy](#) [Create Case](#)

<u>Set Name</u> side by side	<u>Query</u>	<u>Hit Count</u>	<u>Set Name</u> result set
<i>DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>			
<u>L18</u>	114 and set adj top adj box	10	<u>L18</u>
<i>DB=USPT; PLUR=YES; OP=OR</i>			
<u>L17</u>	5948061.pn.	1	<u>L17</u>
<u>L16</u>	5796952.pn.	1	<u>L16</u>
<u>L15</u>	5991735.pn.	1	<u>L15</u>
<i>DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>			
<u>L14</u>	gerace.uref.	276	<u>L14</u>
<u>L13</u>	((((725/10)!.CCLS.))	31	<u>L13</u>
<u>L12</u>	((((725/9)!.CCLS.))	76	<u>L12</u>
<u>L11</u>	((((725/\$)!.CCLS.))	4613	<u>L11</u>
<u>L10</u>	((((709/223)!.CCLS.))	1181	<u>L10</u>
<u>L9</u>	((((709/\$)!.CCLS.))	18029	<u>L9</u>
<u>L8</u>	((((709/224)!.CCLS.))	1440	<u>L8</u>
<u>L7</u>	((((709/9)!.CCLS.))	0	<u>L7</u>
<u>L6</u>	((((709/\$)!.CCLS.))	18029	<u>L6</u>
<u>L5</u>	((((705/\$)!.CCLS.))	14262	<u>L5</u>
<u>L4</u>	((((705/10)!.CCLS.))	625	<u>L4</u>
<u>L3</u>	((((705/27)!.CCLS.))	613	<u>L3</u>
<u>L2</u>	((((705/26)!.CCLS.))	1497	<u>L2</u>
<u>L1</u>	((705/14)!.CCLS.)	1057	<u>L1</u>

END OF SEARCH HISTORY

WEST[Generate Collection](#)[Print](#)**Search Results - Record(s) 1 through 1 of 1 returned.**☐ 1. Document ID: US 5991735 A

L15: Entry 1 of 1

File: USPT

Nov 23, 1999

US-PAT-NO: 5991735

DOCUMENT-IDENTIFIER: US 5991735 A

TITLE: Computer program apparatus for determining behavioral profile of a computer user

DATE-ISSUED: November 23, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gerace; Thomas A.	Cambridge	MA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Be Free, Inc.	Marlborough	MA			02

APPL-NO: 09/ 132277

DATE FILED: August 11, 1998

PARENT-CASE:

RELATED APPLICATION This application is a Continuation of U.S. patent application Ser. No. 08/634,900, filed Apr. 26, 1996, (now U.S. Pat. No. 5,848,396 Dec. 8, 1998) the entire teachings of which are incorporated herein by reference in their entirety.

INT-CL: [06] G06 F 19/00

US-CL-ISSUED: 705/10; 705/1

US-CL-CURRENT: 705/10; 705/1

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>4659314</u>	April 1987	Weinblatt	434/236
<u>4718106</u>	January 1988	Weinblatt	455/2
<u>4930011</u>	May 1990	Kiewt	358/84
<u>5260778</u>	November 1993	Kauffman et al.	358/86
<u>5446891</u>	August 1995	Kaplan et al.	395/600
<u>5446919</u>	August 1995	Wilkins	455/6.2
<u>5504675</u>	April 1996	Cragun	364/401
<u>5515098</u>	May 1996	Carles	348/8
<u>5636346</u>	June 1997	Saxe	395/201

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
95/23371	August 1995	WO	

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"Media Planning is Redefined in a New Era of Online Advertising," PR Newswire, (Feb. 5, 1996).
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"Further Resources on One-to-One Marketing," p. 1; "BroadVision Unleashes the Power of the Internet with Personalized Marketing and Selling," pp. 1-3; "Frequently Asked Questions," pp. 1-3; "Products," p. 1; "BroadVision One-to-One.TM.", pp. 1-2; "Dynamic Command Center," p. 1; "Architecture that Scales," pp. 1-2; "Technology," p. 1; "Creating a New Medium for Marketing and Selling BroadVision One-to-One and the World Wide Web a White Paper," pp. 1-15; <http://www.broadvision.com> (Jan.-Mar. 1996).
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"The Front Page," <http://live.excite.com/?aBb>, (Jan. 27, 1997) and (Apr. 11, 1997).
Bussey, H.E., et al., "Service Architecture, Prototype Description, and Network Implications of a Personalized Information Grazing Service," IEEE Multiple Facets of Integration Conference Proceedings, vol. 3, No. Conf. 9, Jun. 3, 1990, pp. 1046-1053.
Yan, T.W. and Garcia-Molina, H., "SIFT --A Tool for Wide-Area Information Dissemination," Paper presented at the Usenix Technical Conference, New Orleans, LA (Jan. 1995), pp. 177-186.
Pazzani, M., et al., "Learning from hotlists and coldlists: Towards a WWW Information Filtering and Seeking Agent," Proceedings International Conference on Tools with Artificial Intelligence, Jan. 1995, pp. 492-495.
Raggett, D., "A review of the HTML + document format," Computer Networks and ISDN Systems, vol. 27, No. 2, pp. 135-145 (Nov. 1994).
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Betts, M., "Sentry cuts access to naughty bits," Computers and Security, vol. 14, No. 7, p. 615 (1995).
Weber, Thomas E., "Software Lets Marketers Target Web Ads," The Wall Street Journal, Apr. 21, 1997.

ART-UNIT: 275

PRIMARY-EXAMINER: MacDonald; Allen R.

ASSISTANT-EXAMINER: Irshadullah; M.

ABSTRACT:

Computer network method and apparatus provides targeting of appropriate audience based on psychographic or behavioral profiles of end users. The psychographic profile is formed by recording computer activity and viewing habits of the end user. Content of categories of interest and display format in each category are revealed by the psychographic profile, based on user viewing of agate information. Using the profile (with or without additional user demographics), advertisements are displayed to appropriately selected users. Based on regression analysis of recorded responses of a first set of users viewing the advertisements, the target user profile is refined. Viewing by and regression analysis of recorded responses of subsequent sets of users continually auto-targets and customizes ads for the optimal end user audience.

23 Claims, 15 Drawing figures

Full Title CLS.1 REF.1 SEQ.1 ATT.1

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Search Results - Record(s) 1 through 1 of 1 returned.☐ 1. Document ID: US 5796952 A

L16: Entry 1 of 1

File: USPT

Aug 18, 1998

US-PAT-NO: 5796952

DOCUMENT-IDENTIFIER: US 5796952 A

TITLE: Method and apparatus for tracking client interaction with a network resource and creating client profiles and resource database

DATE-ISSUED: August 18, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Davis; Owen	New York	NY		
Jain; Vidyut	Brooklyn	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Dot Com Development, Inc.	New York	NY			02

APPL-NO: 08/ 821534

DATE FILED: March 21, 1997

INT-CL: [06] G06 F 13/00

US-CL-ISSUED: 395/200.54

US-CL-CURRENT: 709/224

FIELD-OF-SEARCH: 364/DIG.1MSFile, 364/DIG.2MSFile, 380/4, 395/200.3, 395/200.31, 395/200.32, 395/200.33, 395/200.54, 395/280, 395/381, 395/670, 395/680, 395/712

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>4977594</u>	December 1990	Shear	380/4
<u>5638443</u>	June 1997	Stefik et al.	380/4
<u>5675510</u>	October 1997	Coffey et al.	364/514A
<u>5682525</u>	October 1997	Bouve et al.	395/615
<u>5706502</u>	January 1998	Foley et al.	395/682
<u>5708780</u>	January 1998	Levergood et al.	395/200.12
<u>5710918</u>	January 1998	Lagarde et al.	395/680
<u>5715453</u>	February 1998	Stewart	395/615

OTHER PUBLICATIONS

S. Gundavaram, CGI Programming on the World Wide Web (O'Reilley & Assoc., Inc.), pp. 202-204.

G. Cornell and S. Horstmann, Core Java (The Sunsoft Press), pp. 562-579.

ART-UNIT: 274

PRIMARY-EXAMINER: Harrell; Robert B.

ABSTRACT:

A method for monitoring client interaction with a resource downloaded from a server in a computer network includes the steps of using a client to specify an address of a resource located on a first server, downloading a file corresponding to the resource from the first server in response to specification of the address, using the client to specify an address of a first executable program located on a second server, the address of the first executable program being embedded in the file downloaded from the first server, the first executable program including a software timer for monitoring the amount of time the client spends interacting with and displaying the file downloaded from the first server, downloading the first executable program from the second server to run on the client so as to determine the amount of time the client interacts with the file downloaded from the first server, using a server to acquire client identifying indicia from the client, and uploading the amount of time determined by the first executable program to a third server. The first executable program may also monitor time, keyboard events, mouse events, and the like, in order to track choices and selections made by a user in the file, and may execute upon the occurrence of a predetermined event, as well as monitoring or determining the amount of information downloaded by the client. The monitored information and client identifying indicia is stored on a database in a server for use in analysis and for automatically serving out files assembled according to user interests and preferences.

71 Claims, 7 Drawing figures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw Desc	Image
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Generate Collection	Print
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Display Format:

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Change Format

[Previous Page](#)

[Next Page](#)

WEST**End of Result Set**☐

Generate Collection

Print

L18: Entry 10 of 10

File: USPT

Aug 8, 2000

US-PAT-NO: 6101486

DOCUMENT-IDENTIFIER: US 6101486 A

TITLE: System and method for retrieving customer information at a transaction center

DATE-ISSUED: August 8, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Roberts; Jobe L. W.	Wakefield			CA
Stolte; Patricia A.	Ottawa			CA
Brisebois; Mitch A.	Wakefield			CA

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Nortel Networks Corporation				CA	03

APPL-NO: 09/ 062727 [PALM]

DATE FILED: April 20, 1998

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27; 705/14

US-CL-CURRENT: 705/27; 705/14

FIELD-OF-SEARCH: 370/904, 705/14, 705/26, 705/27, 379/267, 379/321, 379/308

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>4656624</u>	April 1987	Collins et al.	370/270
<input type="checkbox"/>	<u>5710884</u>	January 1998	Dedrick	395/200.47
<input type="checkbox"/>	<u>5717923</u>	February 1998	Dedrick	707/102
<input type="checkbox"/>	<u>5724521</u>	March 1998	Dedrick	705/26
<input type="checkbox"/>	<u>5826242</u>	October 1998	Montulli	705/27
<input type="checkbox"/>	<u>5835087</u>	November 1998	Herz et al.	345/327
<input type="checkbox"/>	<u>5848396</u>	December 1998	Gerace	705/10
<input type="checkbox"/>	<u>5894554</u>	April 1999	Lowery et al.	707/10
<input type="checkbox"/>	<u>5907547</u>	May 1999	Foladare et al.	370/352

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Business Wire, Mar. 21, 1997.

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"Telephony Management: Bendata's Heat Telephony Manager Integration Provides Service Organizations with Window to Incoming Customer Calls", EDGE, on & about AT&T, vol. 12, pp. 4(4), Mar. 17, 1997.

ART-UNIT: 275

PRIMARY-EXAMINER: Stamber; Eric W.

ASSISTANT-EXAMINER: Meinecke-Diaz; Susanna

ABSTRACT:

A method and system for gathering and storing customer profile data when the customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with the profile data and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order.

14 Claims, 6 Drawing figures

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L18: Entry 8 of 10

File: USPT

Oct 23, 2001

US-PAT-NO: 6308202

DOCUMENT-IDENTIFIER: US 6308202 B1

TITLE: System for targeting information to specific users on a computer network

DATE-ISSUED: October 23, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Cohn; Alan	New York	NY		
Adelus; John L.	Cupertino	CA		
Blackketter; Dean	San Francisco	CA		
Scott, III; Samuel Thomas	Los Gatos	CA		
Perlman; Stephen G.	Mountain View	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
WebTV Networks, Inc.	Mountain View	CA			02

APPL-NO: 09/ 149404 [PALM]
DATE FILED: September 8, 1998

INT-CL: [07] G06 F 15/173, G06 F 17/60

US-CL-ISSUED: 709/217; 709/224, 705/27
US-CL-CURRENT: 709/217; 705/27, 709/224

FIELD-OF-SEARCH: 709/217, 709/227, 709/203, 709/224, 709/245, 709/238, 705/10, 705/14, 705/27, 705/8, 705/63, 725/2, 725/32, 725/46, 725/48

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>5675510</u>	October 1997	Coffey et al.	364/514A
<input type="checkbox"/> <u>5737619</u>	April 1998	Judson	395/761
<input type="checkbox"/> <u>5796952</u>	August 1998	Davis et al.	709/224
<input type="checkbox"/> <u>5828837</u>	October 1998	Eikeland	395/200.32
<input type="checkbox"/> <u>5848396</u>	December 1998	Gerace	705/10
<input type="checkbox"/> <u>5905492</u>	May 1999	Straub et al.	345/333
<input type="checkbox"/> <u>5913040</u>	June 1999	Rakavy et al.	395/200.62
<input type="checkbox"/> <u>5933811</u>	August 1999	Angles et al.	705/14
<input type="checkbox"/> <u>5937037</u>	August 1999	Kamel et al.	379/88.19
<input type="checkbox"/> <u>5947398</u>	October 2000	Hansen et al.	705/14
<input type="checkbox"/> <u>5948061</u>	September 1999	Merriman et al.	709/219
<input type="checkbox"/> <u>5960429</u>	September 1999	Peercy et al.	707/5
<input type="checkbox"/> <u>5974398</u>	October 1999	Hanson et al.	705/14
<input type="checkbox"/> <u>5978381</u>	November 1999	Perlman et al.	370/432
<input type="checkbox"/> <u>5991735</u>	November 1999	Gerace	705/10
<input type="checkbox"/> <u>6009410</u>	December 1999	LeMole et al.	705/14
<input type="checkbox"/> <u>6009452</u>	December 1999	Horvitz	709/102
<input type="checkbox"/> <u>6018619</u>	January 2000	Allard et al.	709/224
<input type="checkbox"/> <u>6028600</u>	February 2000	Rosin et al.	345/327
<input type="checkbox"/> <u>6047327</u>	April 2000	Tso et al.	709/232
<input type="checkbox"/> <u>6073167</u>	June 2000	Poulton et al.	709/206
<input type="checkbox"/> <u>6098069</u>	August 2000	Yamaguchi	707/102
<input type="checkbox"/> <u>6101549</u>	August 2000	Baughner et al.	709/238
<input type="checkbox"/> <u>6119098</u>	September 2000	Guyot et al.	705/14
<input type="checkbox"/> <u>6133912</u>	October 2000	Montero	345/327
<input type="checkbox"/> <u>6134584</u>	October 2000	Chang et al.	709/219
<input type="checkbox"/> <u>6144944</u>	November 2000	Kurtzman, II et al.	705/14
<input type="checkbox"/> <u>6144973</u>	November 2000	Fujii et al.	707/501
<input type="checkbox"/> <u>6185586</u>	February 2001	Judson	707/513

OTHER PUBLICATIONS

Jupiter, Content's Manifest Destiny, Dec. 1997, pp. 2.*
 Microsoft unveils advertizing, Electronic market place report, Aug. 1995, v9, n15, p. 1.*
 Monticino, Web-analysis: stripping away the hype, Dec. 1998, v31, n12, pp. 3.

ART-UNIT: 212

PRIMARY-EXAMINER: Rinehart; Mark H.

ASSISTANT-EXAMINER: Jaroenchonwanit; Bunjob

ABSTRACT:

A system for targeting information on a computer network. The system involves categorizing a plurality of address pointers according to the content designated by the address pointer. The system further involves reading the address pointer which designates the content received by the user and determining which category or categories, if any, the address pointer is within. Information packets, such as advertisements, are targeted to selected categories. Once the category of an address pointer has been determined, an information packet targeted to that category is selected and transmitted to the user.

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L18: Entry 8 of 10

File: USPT

DOCUMENT-IDENTIFIER: US 6308202 B1

TITLE: System for targeting information to specific users on a computer network

Detailed Description Text (3):

In the disclosed embodiment, user terminal 20 is a WEBTV Internet terminal. As shown in FIG. 2, terminal 20 includes an electronics unit 22 (hereinafter referred to as "set-top box" 22 because it is often positioned on the top of a television set), an ordinary television set 24, and a remote control 28. Alternatively, set-top box 22 may be built into television set 24 as an integral unit.

Detailed Description Text (4):

The user terminal employs television set 24 as a display device for displaying video and audio data, and as a graphical user interface. The set-top box is coupled to the television set by a video and audio link 26. Link 26 is an RF (radio frequency), S-video, composite video, or other equivalent link. Set-top box 22 includes hardware and/or software to cause a graphical user interface to be displayed on television 24, by which the user can access various Internet system network services, browse the Web, send email, and otherwise access the Internet.

Detailed Description Text (5):

User terminal 20 may include a standard modem and/or an ISDN modem, so that line 32, between user terminal 20 and system 30, can be either a POTS line or an ISDN line. In the depicted embodiment, both a standard modem and an ISDN modem are included in set-top box 22. The set-top box receives power through a power line 21.

Detailed Description Text (6):

Remote control 28 acts as an input device and is operated by the user to control the user terminal while browsing the Web, sending email, and performing other Internet-related functions, as well as to control television viewing. The set-top box receives commands from remote control 28 via an infrared (IR) communication link. In alternative embodiments, the link between the remote control and the set-top box may be RF or any equivalent mode of transmission (e.g., wires, etc.).

Detailed Description Text (7):

Although user terminal 20 is described above in the context of a WEBTV Internet terminal, it will be appreciated that there are a number of other suitable contexts which are within the scope of the invention. One such context is a personal computer including a monitor or other graphics display device and a modem, where the computer is configured to run an Internet navigating program. In such a context, the computer monitor functions like television 24 of the WEBTV Internet terminal while the computer functions like set-top box 22 when the computer is running the Internet navigating program. Additionally, the computer will include a keyboard, mouse or other input device which functions like remote control 28.

Detailed Description Text (8):

In any event, a user wishing to receive content available on computer network 10, operates user terminal 20 to create a communications connection to system 30 via line 32. System 30 is capable of independently communicating with a plurality of user terminals and acting as a communications link to transmit content available on computer network 10 to each user's terminal as requested by the user. Once the communications connection to system 30 has been established, the user operates user terminal 20 to display the specific content the user is interested in. The user typically displays specific content by operating his or her user terminal to identify an address pointer which designates the location of the specific content on the computer network. In the disclosed embodiment, the user selects or identifies the address pointer using remote control 28. The remote control then communicates this identification to set-top box 22 which communicates with system 30 to locate and receive the content designated by the address pointer which the user identified. The method by which the content is located on the Internet and received by the user terminal is discussed in more detail below.

Although not necessary to this invention, the above described communications link between the address and categorization server systems allows user terminal 20, and more specifically, set-top box 22, to control when it is available to receive targeted information. Alternatively, the address server system and categorization server system might be connected to communicate directly or via the Internet. As a further alternative, the functions of the address server system and the categorization server system might be combined into a single server system.

US Reference Patentee Name (5):

Gerace

US Reference Patentee Name (15):

Gerace

WEST

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Print

L14: Entry 65 of 276

File: USPT

Sep 4, 2001

US-PAT-NO: 6285983

DOCUMENT-IDENTIFIER: US 6285983 B1

TITLE: Marketing systems and methods that preserve consumer privacy

DATE-ISSUED: September 4, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Jenkins, Elwyn D.	Atlanta	GA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Lend Lease Corporation Ltd.	Atlanta	GA			02

APPL-NO: 09/ 272123 [PALM]

DATE FILED: March 19, 1999

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application claims the benefit, under Title 35, United States Code, Sec. 119(e), of U.S. provisional patent Application No. 60/105,063, filed Oct. 21, 1998, titled MARKETING SYSTEMS AND METHODS.

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/10; 705/14

US-CL-CURRENT: 705/10; 705/14

FIELD-OF-SEARCH: 705/7, 705/10, 705/14

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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<input type="checkbox"/>	<u>5724521</u>	March 1998	Dedrick	
<input type="checkbox"/>	<u>5754939</u>	May 1998	Herz et al.	
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<input type="checkbox"/>	<u>6182050</u>	January 2001	Ballard	705/14

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
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0939377A2	September 1999	EP	
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WO99/01018	January 1999	WO	
WO99/22328	May 1999	WO	

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H. Wang et al.; Consumer Privacy Concerns About Internet Marketing; Mar. 1, 1998; pp. 63-70; vol. 41, No. 3; Communications of the Association for Computer Machinery, U.S., Association for Computing Machinery, New York.

ART-UNIT: 213

PRIMARY-EXAMINER: Gravini; Stephen

ASSISTANT-EXAMINER: Norman; Marc

ABSTRACT:

Real-time marketing systems and methods are provided for creating marketing profiles and for directing customized offers to consumers while preserving consumer privacy. The systems and methods permit marketers to communicate offers directly to consumers without marketer knowledge of consumer identity. The systems and methods abstract from consumer profile records and securely index the class records created thereby to individual consumers. Without knowledge of consumer identity, marketers can frame real-time offers according to a marketing profile describing elements of the class records and then direct those offers to individual consumers.

37 Claims, 3 Drawing figures

WEST

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L18: Entry 7 of 10

File: USPT

DOCUMENT-IDENTIFIER: US 6338094 B1

TITLE: Method, device and system for playing a video file in response to selecting a web page link

Brief Summary Text (3):

System 300 includes a server 303 maintained by the broadcaster, a broadcasting antenna 304, a transceiver unit 305, a television set 306, and an Internet access point 307. Transceiver unit 305, which may be a set-top box, includes a receiving antenna 308 and a remote control unit 309. A viewer uses remote control unit 309 to control the transceiver unit and/or to interact with interactive television content via the transceiver unit. A video link 310 couples transceiver unit 305 to television set 306 so that the transceiver unit can use the television set as a display device.

Detailed Description Text (2):

FIG. 1 illustrates a series of user experiences provided in accordance with the present invention. An operator of a user interface device such as a network computer or a television having a set-top box connected to the Internet clicks 15 on a web link, which may for instance be a banner advertisement, and is able to view 18 a video-TV file playing on their computer or television screen. The video video-TV file provides lifelike motion and sound relating to the link, and begins virtually immediately after the click 15. Upon completion of the video, the user can view 20 the web page that was requested by the click 15. A television experience rich in color, motion and sound is thus provided to the web surfer directly upon request, without the delay that commonly follows clicking a link to request even a simple web page. After the video-TV file has played, the requested web page may be viewed.

Detailed Description Text (6):

In one embodiment, the device 22 is a television connected with a set-top box such as a Web TV.RTM. Plus Internet terminal. The transceiver 33 in this case has TV interface circuitry including a tuner that is tuned to receive the broadcast television video and to remove a television carrier signal. After the carrier signal is removed, TV interface circuitry digitizes the resulting video signal. In addition to the television interface, transceiver 33 preferably includes an infrared interface, a digital-analog converter, a video encoder/decoder and a modem. Software executed by the controller 30 receives the digitized signal from TV interface and decodes and checks the digitized signal for errors. Transceiver 33 drives the display 25, which in this embodiment is a television set, via video encoder and audio digital-to-analog converter. The controller 30 realizes a type of web browser that can access the Internet via a modem contained in the transceiver.

Detailed Description Text (14):

Referring additionally to FIG. 6 and FIG. 7, after downloading 60 the video file regarding the web link, the web link is sent 100 to the user interface device from first server 77 or second server 80 while the user is browsing the Internet. The web link contains a specialized uniform resource identifier (URI) 105 or URL, termed a first URI. For the situation in which the user interface device is a set-top box, the web link may be sent 100 as a trigger during broadcast of television signals. The trigger is sent during a vertical blanking interval of the television broadcast, according to the Advanced Television Enhancement Forum Specification (ATVEF), incorporated herein by reference. The first URI 105 in this embodiment has a transfer protocol type or scheme 110 which is "wtv," which operates much like hypertext transfer protocol (HTTP) but is specific to the WebTV.RTM. network. A target 112 of the first URI 105 directed to a template file on the first server 77. The first URI 105 contains as a parameter a second URI 115 that identifies the previously downloaded video-TV file stored on the mass storage unit 27. The first URI 105 also contains as a parameter a third URI 118 that identifies the web page corresponding to the link, which as mentioned above is located on the second server.

US Reference Patentee Name (10):GeraceUS Reference Patentee Name (22):1 of Gerace

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Terms	Documents
"vinson, michael".in.	9

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IBM Technical Disclosure Bulletins

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DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR

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<u>L12</u>	conkwright.in.	8	<u>L12</u>
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END OF SEARCH HISTORY

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L14: Entry 25 of 276

File: USPT

May 21, 2002

US-PAT-NO: 6393407

DOCUMENT-IDENTIFIER: US 6393407 B1

TITLE: Tracking user micro-interactions with web page advertising

DATE-ISSUED: May 21, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Middleton, III; Thomas M.	Hingham	MA		
White; Gregory T.	Bedford	MA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Enliven, Inc.	Waltham	MA			02

APPL-NO: 09/ 146012 [PALM]
DATE FILED: September 2, 1998

PARENT-CASE:

RELATED APPLICATION This application claims the benefit of U.S. Provisional Application Serial No. 60/058,655 filed on Sep. 11, 1997, the entire teachings of which are incorporated herein by reference.

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/14; 705/27, 709/224

US-CL-CURRENT: 705/14; 705/27, 709/224

FIELD-OF-SEARCH: 705/10, 705/14, 705/27, 705/40, 709/224, 709/226, 345/333, 345/334, 345/335, 345/145, 345/146

PRIOR-ART-DISCLOSED:

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<input type="checkbox"/>	5434863	July 1995	Onishi et al.	370/85.13
<input type="checkbox"/>	5491820	February 1996	Belove et al.	395/600
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<input type="checkbox"/>	5999914	December 1999	Blinn et al.	705/26
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ART-UNIT: 2164

PRIMARY-EXAMINER: Millin; Vincent

ASSISTANT-EXAMINER: Kazimi; Hani M.

ABSTRACT:

In connection with display of advertising within Web pages, an applet is downloaded to the user's Web browser to track the user's interactions with the Web page. Tracked user interactions include mouse cursor position, time displayed on page, time of mouse cursor hovering over the advertisement, and so on. At an appropriate time, such as when the display of the Web page is terminated, the applet forwards logged interaction information from the client to a remote server, the remote server being typically controlled by an advertiser, rating service or the like. As a result, the advertiser may track consumer response to advertising impressions on a Web page without requiring the user to download other pages. This allows advertisers to track user response to specific elements of the Web page as well as to better infer information about the user's interests in an effort to qualify the user prior to presenting subsequent advertising.

1 Claims, 3 Drawing figures

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L18: Entry 6 of 10

File: USPT

Feb 5, 2002

US-PAT-NO: 6345293

DOCUMENT-IDENTIFIER: US 6345293 B1

TITLE: Personalized information for an end user transmitted over a computer network

DATE-ISSUED: February 5, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Chaddha; Navin	Sunnyvale	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Microsoft Corporation	Redmond	WA			02

APPL-NO: 08/ 887951 [PALM]

DATE FILED: July 3, 1997

INT-CL: [07] G06 F 15/16

US-CL-ISSUED: 709/219; 709/203, 707/104.1

US-CL-CURRENT: 709/219; 707/104.1, 709/203

FIELD-OF-SEARCH: 709/203, 709/231, 709/219, 345/335, 345/744-747, 707/10, 707/104, 707/512-513, 707/104.1, 725/32-36, 725/40-43, 725/46-47

PRIOR-ART-DISCLOSED:

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<input type="checkbox"/>	<u>6122658</u>	September 2000	Chaddha	709/203
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ART-UNIT: 2154

PRIMARY-EXAMINER: Maung; Zarni

ASSISTANT-EXAMINER: Caldwell; Andrew

ABSTRACT:

A cost effective method for generating and delivering personalized multimedia content targeted at specific end users or groups of end users via client computers coupled to local servers by a diverse computer network which includes local area networks (LANs) and/or wide area networks (WANs) such as the internet. In one embodiment, a global server provides global content via a computer network to a local server. The local server retrieves personal profile associated with the targeted end user(s) from a local database. Personalized content is generated based on the personal profile. Customized information which includes both the global and personalized content is then delivered to the targeted end user(s) via client computer(s) coupled to the computer network. Global and personalized content may or may not be related. For example, global content may be an action movie while unrelated personalized content may be an advertisement for a custom suit in the color, style and size likely to please the targeted end user. Exemplary personal profile include indicators such as family income, hobbies and ages which provide useful indicators of the consumption habits of the end users. Such an arrangement is advantageous because the personalized content is targeted at end user(s) who have a higher probability of interest in the personalized content based on the personal profile.

30 Claims, 5 Drawing figures

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L18: Entry 7 of 10

File: USPT

Jan 8, 2002

US-PAT-NO: 6338094

DOCUMENT-IDENTIFIER: US 6338094 B1

TITLE: Method, device and system for playing a video file in response to selecting a web page link

DATE-ISSUED: January 8, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Scott; Samuel Thomas	Los Gatos	CA		
Bruck; Timo	Mountain View	CA		
Sack; Lena D.	San Francisco	CA		
Lewis; Garth A.	Sunnyvale	CA		
Holbrook Donato; Kristen V.	Burlingame	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
WebTV Networks, Inc.	Mountain View	CA			02

APPL-NO: 09/ 457882 [PALM]

DATE FILED: December 9, 1999

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application is a continuation-in-part of U.S. patent application Ser. No. 09/149,405 and a continuation-in-part of U.S. patent application Ser. No. 09/149,407, both of which were filed on Sep. 8, 1998.

INT-CL: [07] G06 F 15/16, G06 F 15/177

US-CL-ISSUED: 709/245; 725/52, 725/109

US-CL-CURRENT: 709/245; 725/109, 725/52

FIELD-OF-SEARCH: 709/250, 709/234, 709/245, 345/327, 345/335, 725/2, 725/20, 725/41, 725/42, 725/43, 725/48, 725/51, 725/52, 725/109, 725/112

PRIOR-ART-DISCLOSED:

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<input type="checkbox"/>	<u>5572643</u>	November 1996	Judson	
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<input type="checkbox"/>	<u>5675510</u>	October 1997	Coffey et al.	364/514A
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ART-UNIT: 2152

PRIMARY-EXAMINER: Rinehart; Mark H.

ASSISTANT-EXAMINER: Jaroenchonwanit; Bunjob

ABSTRACT:

A method, device and system for displaying at a user interface device a richly-detailed video or TV file upon selecting a link to a web page corresponding to the file. After the video or TV file has played, the web page is displayed, inserting a television or video experience into a web surfing experience. The video or TV file is downloaded to the user interface device during an otherwise idle time when bandwidth for downloading is available. Clicking the link to the web page may send a specialized URI from the device to a service center that signals the device to play the video or TV file and retrieve the web page, allowing the service center to manage display of the video or TV files. This has particular utility for links that are banner advertisements and provide video or TV advertisements upon clicking the banner to access a web page.

38 Claims, 9 Drawing figures

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L18: Entry 6 of 10

File: USPT

DOCUMENT-IDENTIFIER: US 6345293 B1

TITLE: Personalized information for an end user transmitted over a computer network

Detailed Description Text (13):

FIG. 2 is a block diagram showing an exemplary hardware environment for practicing the customizable information distribution (CID) system of the present invention. The CID system includes a global server 210, a plurality of local servers 221, 222, . . . 229, and a plurality of client computers 241a, 241b, . . . 241z, 242a, 242b, . . . 242z, . . . 249a, 249b, . . . 249z, each of which can be implemented using the "general purpose" computer system 100 described above. Alternatively, client computers 241a, 241b, . . . 241z, 242a, 242b, . . . 242z, . . . 249a, 249b, . . . 249z may also be specialized microprocessor/microcontroller based systems, including television-based "set-top" boxes such as WebTV's boxes.

US Reference Patentee Name (11):Gerace

WEST

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Search Results - Record(s) 1 through 1 of 1 returned.☐ 1. Document ID: US 5948061 A

L17: Entry 1 of 1

File: USPT

Sep 7, 1999

US-PAT-NO: 5948061

DOCUMENT-IDENTIFIER: US 5948061 A

TITLE: Method of delivery, targeting, and measuring advertising over networks

DATE-ISSUED: September 7, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Merriman; Dwight Allen	New York	NY		
O'Connor; Kevin Joseph	New York	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Double Click, Inc.	New York	NY			02

APPL-NO: 08/ 738634

DATE FILED: October 29, 1996

INT-CL: [06] G06 F 17/30, G06 F 151/00

US-CL-ISSUED: 709/219; 705/14, 707/501

US-CL-CURRENT: 709/219; 705/14, 707/501.1, 707/513

FIELD-OF-SEARCH: 395/200.36, 395/200.33, 395/200.47, 395/200.48, 395/200.49, 705/26, 705/10, 705/14, 705/27, 705/1, 707/10, 707/501, 707/513

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>5692132</u>	November 1997	Hogan	705/27
<u>5710887</u>	January 1998	Chelliah et al.	705/26
<u>5712979</u>	January 1998	Graber et al.	395/200.47
<u>5717860</u>	February 1998	Graber et al.	395/200.57
<u>5721827</u>	February 1998	Logan et al.	395/200.47
<u>5724424</u>	March 1998	Gifford	380/24
<u>5727156</u>	March 1998	Herr-Hoyman et al.	395/200.49
<u>5737619</u>	April 1998	Judson	707/500
<u>5740549</u>	April 1998	Reilly et al.	705/14
<u>5751956</u>	May 1998	Kirsch	395/200.33
<u>5757917</u>	May 1998	Rose et al.	380/25

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
0 749 081	December 1996	EP	
WO 9721183	June 1997	WO	

OTHER PUBLICATIONS

Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss2. Available online at <http://www.interntworld.com>, Feb. 1996.
Metcalf, Bob "From the Ether", InfoWorld, v.18 iss 3. Available at <http://www.infoworld.com>, Aug. 1996.
NetGravity AdSerer 2.0 Annoucement. Available at <http://www.netgravity.com>, Oct. 1996.
"Internet access: Internet marketing revolution begins in the US this Sep." (Hyper Net offering), EDGE: Work-Group Computing Report, v7 n316, Jun. 1996.
Kohda Y et al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.

ART-UNIT: 277

PRIMARY-EXAMINER: Dinh; Dung C.

ABSTRACT:

Methods and apparatuses for targeting the delivery of advertisements over a network such as the Internet are disclosed. Statistics are compiled on individual users and networks and the use of the advertisements is tracked to permit targeting of the advertisements of individual users. In response to requests from affiliated sites, an advertising server transmits to people accessing the page of a site an appropriate one of the advertisement based upon profiling of users and networks.

50 Claims, 5 Drawing figures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 1. Document ID: US 6434747 B1

L14: Entry 1 of 276

File: USPT

US-PAT-NO: 6434747

DOCUMENT-IDENTIFIER: US 6434747 B1

TITLE: Method and system for providing a customized media list

DATE-ISSUED: August 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Khoo; Denis	Arcadia	CA		
Ratcliff, III; Raymond F.	Plano	TX		

US-CL-CURRENT: 725/46; 725/34, 725/42, 725/45

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 2. Document ID: US 6434745 B1

L14: Entry 2 of 276

File: USPT

US-PAT-NO: 6434745

DOCUMENT-IDENTIFIER: US 6434745 B1

TITLE: Customized web browsing and marketing software with local events statistics database

DATE-ISSUED: August 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Conley, Jr.; Ralph F.	Miamisburg	OH		
Maier; Jeffrey A.	Miamisburg	OH		

US-CL-CURRENT: 717/177; 345/738, 707/10, 717/174

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 3. Document ID: US 6434614 B1

L14: Entry 3 of 276

File: USPT

US-PAT-NO: 6434614

DOCUMENT-IDENTIFIER: US 6434614 B1

TITLE: Tracking of internet advertisements using banner tags

DATE-ISSUED: August 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Blumenau; Trevor	Redwood City	CA		

US-CL-CURRENT: 709/224; 709/203, 709/217

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 4. Document ID: US 6432246 B1

L14: Entry 4 of 276

File: USPT

US-PAT-NO: 6432246

DOCUMENT-IDENTIFIER: US 6432246 B1

TITLE: Fabrication of an intraocular lens

DATE-ISSUED: August 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Blake; Larry W.	Irvine	CA		

US-CL-CURRENT: 156/245; 156/272.6, 156/273.3, 623/6.46

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 5. Document ID: US 6432137 B1

L14: Entry 5 of 276

File: USPT

US-PAT-NO: 6432137

DOCUMENT-IDENTIFIER: US 6432137 B1

TITLE: High refractive index silicone for use in intraocular lenses

DATE-ISSUED: August 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Nanushyan; Sergei R.	Moscow			RUX
Valunin; Igor	Laguna Niguel	CA		
Alexeeva; Elena J.	Moscow			RUX

US-CL-CURRENT: 623/6.11; 525/478, 528/31, 528/32, 528/43, 556/458, 623/4.1

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 6. Document ID: US 6429244 B1

L14: Entry 6 of 276

File: USPT

US-PAT-NO: 6429244

DOCUMENT-IDENTIFIER: US 6429244 B1

TITLE: Self-levelling plastisol composition and method for using same

DATE-ISSUED: August 6, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Rinka; Richard A.	Muskego	WI		
Hubert; James F.	Brookfield	WI		

US-CL-CURRENT: 524/186

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 7. Document ID: US 6425525 B1

L14: Entry 7 of 276

File: USPT

US-PAT-NO: 6425525

DOCUMENT-IDENTIFIER: US 6425525 B1

TITLE: System and method for inputting, retrieving, organizing and analyzing data

DATE-ISSUED: July 30, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Swaminathan; Kishore Sundaram	Downers Grove	IL		
Jones; Mark Alexander	Evanston	IL		
Lange; Beth M.	Evanston	IL		
Meyers; James L.	Chicago	IL		

US-CL-CURRENT: 235/385; 235/375

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 8. Document ID: US 6425012 B1

L14: Entry 8 of 276

File: USPT

US-PAT-NO: 6425012

DOCUMENT-IDENTIFIER: US 6425012 B1

TITLE: System creating chat network based on a time of each chat access request

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Trovato; Karen I.	Putnam Valley	NY		
Rankin; Paul	Horley			GB
Ramsey; Carolyn	Pleasantville	NY		

US-CL-CURRENT: 709/227; 709/204, 709/207

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 9. Document ID: US 6424981 B1

L14: Entry 9 of 276

File: USPT

US-PAT-NO: 6424981

DOCUMENT-IDENTIFIER: US 6424981 B1

TITLE: Customization of network documents using customization informations stored on the server computer

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Isaac; Steven A.	Bellevue	WA		
Grossman; Mark B.	Kirkland	WA		
Critchfield; Ron E.	Redmond	WA		
Tuchen; Michael H.	Seattle	WA		
Gwertzman; James S.	Seattle	WA		
McDaniel; Paul A.	Bellevue	WA		

US-CL-CURRENT: 707/513; 707/501.1

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 10. Document ID: US 6423392 B1

L14: Entry 10 of 276

File: USPT

US-PAT-NO: 6423392

DOCUMENT-IDENTIFIER: US 6423392 B1

TITLE: Label adhesives and constructions exhibiting low adhesive residue in printers

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Koch; Carol A.	San Gabriel	CA		
Chompff; Alfred J.	Huntington Beach	CA		
Chuang; Hsiao Ken	Arcadia	CA		

US-CL-CURRENT: 428/42.3; 101/483, 101/DIG.30, 156/250, 428/409, 428/411.1, 428/42.2

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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WEST[Generate Collection](#)[Print](#)**Search Results - Record(s) 1 through 10 of 10 returned.**☐ 1. Document ID: US 6425012 B1

L18: Entry 1 of 10

File: USPT

US-PAT-NO: 6425012

DOCUMENT-IDENTIFIER: US 6425012 B1

TITLE: System creating chat network based on a time of each chat access request

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Trovato; Karen I.	Putnam Valley	NY		
Rankin; Paul	Horley			GB
Ramsey; Carolyn	Pleasantville	NY		

US-CL-CURRENT: 709/227; 709/204, 709/207[Full](#) [Title](#) [Citation](#) [Front](#) [Review](#) [Classification](#) [Date](#) [Reference](#) [Sequences](#) [Attachments](#)[KIMC](#) [Draw Desc](#) [Image](#)☐ 2. Document ID: US 6418424 B1

L18: Entry 2 of 10

File: USPT

US-PAT-NO: 6418424

DOCUMENT-IDENTIFIER: US 6418424 B1

TITLE: Ergonomic man-machine interface incorporating adaptive pattern recognition based control system

DATE-ISSUED: July 9, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hoffberg; Steven M.	West Harrison	NY	10604	
Hoffberg-Borghesani; Linda I.	Acton	MA	01720	

US-CL-CURRENT: 706/21; 434/178, 706/52[Full](#) [Title](#) [Citation](#) [Front](#) [Review](#) [Classification](#) [Date](#) [Reference](#) [Sequences](#) [Attachments](#)[KIMC](#) [Draw Desc](#) [Image](#)☐ 3. Document ID: US 6400996 B1

L18: Entry 3 of 10

File: USPT

US-PAT-NO: 6400996

DOCUMENT-IDENTIFIER: US 6400996 B1

TITLE: Adaptive pattern recognition based control system and method

DATE-ISSUED: June 4, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hoffberg; Steven M.	West Harrison	NY	10994	
Hoffberg-Borghesani; Linda I.	Acton	MA	01720	

US-CL-CURRENT: 700/83; 345/810, 345/840, 345/841, 370/218, 370/355, 700/17, 700/24,
700/25, 700/86, 700/87, 709/102, 709/223, 709/227, 709/318

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 4. Document ID: US 6397212 B1

L18: Entry 4 of 10

File: USPT

US-PAT-NO: 6397212

DOCUMENT-IDENTIFIER: US 6397212 B1

TITLE: Self-learning and self-personalizing knowledge search engine that delivers holistic results

DATE-ISSUED: May 28, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Biffar; Peter	Palo Alto	CA	94301	

US-CL-CURRENT: 707/5; 705/7, 707/10

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 5. Document ID: US 6381632 B1

L18: Entry 5 of 10

File: USPT

US-PAT-NO: 6381632

DOCUMENT-IDENTIFIER: US 6381632 B1

TITLE: Method and apparatus for tracking network usage

DATE-ISSUED: April 30, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Lowell; Bonnie J.	Brooklyn	NY		

US-CL-CURRENT: 709/203; 705/14, 709/224

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 6. Document ID: US 6345293 B1

L18: Entry 6 of 10

File: USPT

US-PAT-NO: 6345293

DOCUMENT-IDENTIFIER: US 6345293 B1

TITLE: Personalized information for an end user transmitted over a computer network

DATE-ISSUED: February 5, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Chaddha; Navin	Sunnyvale	CA		

US-CL-CURRENT: 709/219; 707/104.1, 709/203

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 7. Document ID: US 6338094 B1

L18: Entry 7 of 10

File: USPT

US-PAT-NO: 6338094

DOCUMENT-IDENTIFIER: US 6338094 B1

TITLE: Method, device and system for playing a video file in response to selecting a web page link

DATE-ISSUED: January 8, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Scott; Samuel Thomas	Los Gatos	CA		
Bruck; Timo	Mountain View	CA		
Sack; Lena D.	San Francisco	CA		
Lewis; Garth A.	Sunnyvale	CA		
Holbrook Donato; Kristen V.	Burlingame	CA		

US-CL-CURRENT: 709/245; 725/109, 725/52

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 8. Document ID: US 6308202 B1

L18: Entry 8 of 10

File: USPT

US-PAT-NO: 6308202

DOCUMENT-IDENTIFIER: US 6308202 B1

TITLE: System for targeting information to specific users on a computer network

DATE-ISSUED: October 23, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Cohn; Alan	New York	NY		
Adelus; John L.	Cupertino	CA		
Blacketter; Dean	San Francisco	CA		
Scott, III; Samuel Thomas	Los Gatos	CA		
Perlman; Stephen G.	Mountain View	CA		

US-CL-CURRENT: 709/217; 705/27, 709/224

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 9. Document ID: US 6189008 B1

L18: Entry 9 of 10

File: USPT

US-PAT-NO: 6189008

DOCUMENT-IDENTIFIER: US 6189008 B1

TITLE: Dynamic digital asset management

DATE-ISSUED: February 13, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Easty; Allen Dwight	Los Angeles	CA		
Wagner; Byron David	Los Angeles	CA		
Wendt; Thomas Christian	Chatsworth	CA		
McConaughy; Joel	Redondo Beach	CA		
Baskin; Aaron Richard	Los Angeles	CA		
Taplin; Jonathan Trumbull	Pacific Palisades	CA		
Chechik; Jeremiah	Santa Monica	CA		

US-CL-CURRENT: 707/10; 705/14, 707/100, 707/5, 707/9, 709/201, 709/203

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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☐ 10. Document ID: US 6101486 A

L18: Entry 10 of 10

File: USPT

US-PAT-NO: 6101486

DOCUMENT-IDENTIFIER: US 6101486 A

TITLE: System and method for retrieving customer information at a transaction center

DATE-ISSUED: August 8, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Roberts; Jobe L. W.	Wakefield			CA
Stolte; Patricia A.	Ottawa			CA
Brisebois; Mitch A.	Wakefield			CA

US-CL-CURRENT: 705/27; 705/14

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments
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